

Ministry of Higher Education and Scientific Research
Scientific Supervision and Evaluation Authority
Quality Assurance and Academic Accreditation Department
Accreditation Section

Academic Program and Course Description Guide
Department of Business Administration
2024–2025

Introduction:

Adopting the standardized academic program description circulated by the Department of Studies letter No. T.M. 2906/3 dated 3/5/2023 regarding programs that adopt the Bologna Process as the basis for their work. In this regard, we can only emphasize the importance of writing descriptions of academic programs and courses to ensure the proper functioning of the educational process.The educational program is considered a coordinated and organized package of courses that includes procedures and experiences organized into study units (syllabi), the primary purpose of which is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs, such as the external examiner program.

The academic program description provides a brief summary of the main features of the program and its courses, indicating the skills that are being developed in students based on the objectives of the academic program. The importance of this description is evident as it represents the cornerstone for obtaining programmatic accreditation. It is written jointly by the teaching staff under the supervision of the scientific committees in the scientific departments.

This guide, in its second edition, includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the latest developments and updates in the educational system in Iraq, which included the description of the academic program in its traditional form (annual, semester) in addition to adopting the standardized academic program description circulated by the Department of Studies letter No. 2906/3 dated 3/5/2023 regarding programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing descriptions of academic programs and courses to ensure the proper functioning of the educational process.

Concepts and Terminology:

Academic Program Description: The academic program description provides a concise summary of its vision, mission, and objectives, including an accurate description of the targeted learning outcomes based on specific learning strategies.

Course Description: It provides a concise summary of the most important characteristics of the course and the learning outcomes expected to be achieved by the student, demonstrating whether they have made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture of the future of the academic program to be an advanced, inspiring, motivating, realistic, and applicable program.

Program Mission: It briefly explains the objectives and activities necessary to achieve them, and also identifies the paths and directions of the program's development.

Program Objectives: These are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses/academic subjects included in the academic program according to the adopted learning system (semester, annual, Bologna Process), whether they are requirements (ministry, university, college, and scientific department) with the number of study units.

Learning Outcomes: A consistent set of knowledge, skills, and values acquired by the student after successfully completing the academic program. The learning outcomes for each course must be determined in a way that achieves the program's objectives.

Teaching and Learning Strategies: These are the strategies used by the faculty member to develop the student's teaching and learning. They are plans that are followed to reach the learning objectives — that is, they describe all classroom and extracurricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name:
College/Institute: Ibn Khaldun University College
Scientific Department: Department of Business Administration
Name of the Academic/Professional Program: Bachelor of Science in Business Administration
Name of the Final Degree: Bachelor of Science in Business Administration
Study System: Courses / Semester
Date of Description Preparation: 15/9/2024 to 1/6/2025
Signature:

Signature:
Name of Department Head: Prof. Dr. Abdul Kareem Abdullah Mohammed

Date:

Signature:
Name of Scientific Assistant: Asst. Prof. Dr. Dameer Abd Mutlak Heil Al-Obaidi
Date: 19-9-2024

File Reviewed by
Quality Assurance and Academic Performance Division
Name of Director of Quality Assurance and Academic Performance Division: Lect. Dr. Mohsen Abdul Ridha Al-Hameeri
Signature:
Date:

Approval of the Dean
Prof. Dr. Saleh Abdul Mahdi Al-Khalidi

1.Program Vision
Contributing to shaping the future of the business sector.

2. Program Mission
Productive and entrepreneurial business graduates who are capable of establishing their own businesses.

3. Program
Developing students' abilities to keep pace with work requirements in the business environment. **Building and developing the leadership personality of students to deal with individuals in the work environment.** **Enabling students to be creative and engage in creative thinking.** **Supplying colleges of administration and economics with teaching staff.**

4. Programmatic Accreditation
Has the program obtained programmatic accreditation? And from which body? No.

5. Other External Influences
Is there a sponsoring body for the program? No.

6. Program Structure				
program structure	Number of Courses	Units	Percentage (%)	Remarks
Institution Requirements				
College Requirements	61			
Department Requirements	61	14 5	100%	Core Core
Summer Training	2			Core
Other				

* Remarks may include whether the course is core or elective.

Second Year / First Semester	HR211BM118	Human Resource Management (1)	3	
Second Year / First Semester	MM212BM118	Marketing Management (1)	3	
Second Year / First Semester	IA213BM118	Intermediate Accounting (1)	2	
Second Year / First Semester	LM214BM118	Supply Management	2	
Second Year / First Semester	CM215BM118	Computer (1)	-	2
Second Year / First Semester	EL216BM118	English Language	2	
Second Year / First Semester	CL217BM118	Commercial Law	3	
Second Year / First Semester	QM218BM118	Quantitative Methods (1)	2	
Second Year / Second Semester	OT221BM118	Organization Theory	3	
Second Year / Second Semester	MM222BM118	Marketing Management (2)	3	
Second Year / Second Semester	HR223BM118	Human Resource Management (2)	3	
Second Year / Second Semester	IA224BM118	Intermediate Accounting (2)	2	
Second Year / Second Semester	CM225BM118	Computer (2)	-	2
Second Year / Second Semester	QM226BM118	Quantitative Methods (2)	2	
Second Year / Second Semester	SC227BM118	Supply Chain Management	3	
Second Year / Second Semester	SC227BM118	Crimes of the Baath Regime	2	

Third Year / First Semester	OB311BM118	Organizational Behavior (1)	3	
Third Year / First Semester	SM313BM118	Strategic Management (1)	3	
Third Year / First Semester	BE314BM118	Business Economics (1)	2	
Third Year / First Semester	CA315BM118	Cost Accounting (1)	2	
Third Year / First Semester	AIS316BM118	Management Information Systems	2	
Third Year / First Semester	BOR317BM118	Operations Research (1)	3	
Third Year / First Semester	EL318BM118	English Language	2	
Third Year / Second Semester	OB321BM118	Organizational Behavior (2)	3	
Third Year / Second Semester	FM322BM118	Financial Management (2)	3	
Third Year / Second Semester	RMA328BM118	Scientific Research Methods	2	
Third Year / Second Semester	BE324BM118	Business Economics (2)	2	
Third Year / Second Semester	CA355BM118	Cost Accounting (2)	2	
Third Year / Second Semester	SM313BM118	Strategic Management (2)	3	
Third Year / Second Semester	BOR327BM118	Operations Research (2)	2	
Third Year / Second Semester	MIT326BM118	Management Information Technology	2	
Fourth Year / First Semester	PM411BM118	Production and Operations Management (1)	3	
Fourth Year / First Semester	KM412BM118	Knowledge Management (1)	2	
Fourth Year / First Semester	QM413BM118	Quality and Environmental Management (1)	2	
Fourth Year / First Semester	BM414BM118	Banking Management (1)	2	
Fourth Year / First Semester	IM415BM118	Risk and Insurance Management	3	
Fourth Year / First Semester	EL416BM118	English Language	2	
Fourth Year / First Semester	PM417BM118	Project Management	3	

Fourth Year / Second Semester	PM421BM118	Production and Operations Management (2)	3	
Fourth Year / Second Semester	KM422BM118	Knowledge Management (2)	2	
Fourth Year / Second Semester	QM423BM118	Quality and Environmental Management (2)	2	
Fourth Year / Second Semester	BM424BM118	Banking Management (2)	2	
Fourth Year / Second Semester	IBM425BM118	International Management	2	
Fourth Year / Second Semester	E-B426BM118	Electronic Business	3	
Fourth Year / Second Semester	GP427BM118	Graduation Research Project	2	

7.EXpected Program Learning Outcomes

1. Recognizing modern concepts, theories, and methods in administrative sciences and the possibility of using them in managing and organizing the work of private and mixed sector organizations.

2. Being familiar with the concepts and methods of scientific research in a way that enables the student to adopt them in preparing studies, research, and reports in their field of specialization.

3. Understanding and comprehending the concepts and applications of human resource management and the possibility of using them in this field, including planning, managing human resource needs, recruitment, selection, appointment, preparation, and working on their maintenance, sustainability, and retention.

4. The ability to use and interact with computers and employ them in building and strengthening efficient information systems.

5. Recognizing modern marketing methods and the possibility of using them in marketing private sector products in a way that ensures public satisfaction with them.

6. Conducting feasibility studies and evaluating projects and strategic programs with the aim of identifying the results and effects of these programs on society in the present and the future.

Knowledge	
1. Fundamentals of Business Administration: The ability to create a scientific environment in accordance with comprehensive quality standards in business administration sciences and to qualify specialists scientifically and intellectually to participate in serving society in a manner consistent with the goals of the business and service sectors. 2. Human Resource Management: Teaching students how to manage human resources effectively to achieve organizational goals. 3. Financial and Accounting Management: Providing students with basic knowledge in financial management and accounting to support financial decision-making. 4. Technology in Management: Introducing students to the latest technologies used in management and how to apply them to enhance the efficiency of administrative work. 5. Implementation of Objectives: By incorporating them into curricula, classroom activities, and research projects, and ensuring the provision of an appropriate educational environment that supports students' learning and development in these fields.	Statement of Learning Outcomes 1
Skills	
1. Preparing an elite group of students capable of creativity and excellence in meeting the needs of society, solving administrative and economic problems, and making administrative decisions in their fields of specialization. 2. Strategic Planning: Developing the ability to formulate strategic plans and implement them effectively to achieve the planned objectives of organizations. 3. Financial Analysis: Providing students with financial analysis skills to understand financial performance and make informed financial decisions. 4. A student capable of achieving intellectual harmony in the study of administrative sciences by eliminating weak opinions and emphasizing common knowledge elements in a way that strengthens the social and national fabric.	Statement of Learning Outcomes 2 and Statement of Learning Outcomes 3
Values	
1.The ability to enrich refined culture and administrative thought with conscious processes that contribute to embracing intellectual diversity in a way that serves our contemporary reality.	Statement of Learning Outcomes 4
2.The ability to achieve continuous improvement and fulfill the social responsibility of the public, private, and service sectors.	Statement of Learning Outcomes 5

3.Enhancing commitment to integrity and professional ethics in all business administration activities. 4. Enhancing awareness of social responsibility and the importance of serving society. 5.Promoting the principle of justice and equality in administrative decision-making.	
8. Teaching and Learning Strategies	
1. Analysis of Educational Needs • Defining the Objectives of the Educational Program: By reviewing the vision and mission of the department to determine the educational objectives. • Labor Market Analysis: Studying and understanding the needs of the local and international labor market to ensure that the skills being taught align with these needs. • Assessing Current Resources: Working to evaluate current capabilities in terms of faculty, infrastructure, and available technology. 2. Curriculum Design • Developing Curricula: Designing comprehensive curricula that include theoretical and practical materials covering topics such as human resource management, financial management, strategic management, and marketing management. • Updating and Reviewing Curricula: Ensuring that curricula remain in line with modern changes in the field of business administration. • Incorporating Modern Technology: Using modern technology such as administrative software and data analytics to enhance the educational process. 3. Teaching Strategies • Interactive Education: Using interactive teaching methods such as group discussions, problem-solving, and case studies.	
9. Assessment Methods	
1. Daily Quizzes and Final Exams: Exams are administered at the end of each study unit or at the end of the semester to assess students' understanding of the material and the extent to which they have achieved the educational objectives. 2. Reports: Students may be assigned to complete reports related to the course topics, allowing them to apply the concepts and skills they have acquired during the program. 3. Active Participation: Students' active participation in class sessions, group discussions, and other classroom activities can be assessed. 4.Continuous Assessment: Assessment and feedback are provided continuously throughout the semester, allowing students to identify their strengths and	

weaknesses and work on improving their performance immediately.	

Professional Development
Orientation of New Faculty Members
1. Guidance on the necessity of adopting modern methods by employing contemporary approaches and using modern technology and modern learning tools and means in delivering scientific material to students, and using various and multiple tools to assess students such as final, monthly, and daily exams, seminars, brainstorming, and discussions. 2. Designing a training program by organizing training workshops covering areas of curriculum design, teaching strategies, the use of technology in education, and student assessment. 3.Training in academic research through training courses on how to conduct academic research, write research papers, and publish in scientific journals. 4. Developing effective communication skills with students, colleagues, and classroom management. 5. Encouraging participation in community activities by organizing opportunities for new faculty members to participate in community activities and services to enhance their connection with the local community.
Professional Development for Faculty Members
1. Using learner-centered teaching strategies. 2. Developing academic, research, and service processes and outputs. 3.Familiarizing faculty members with the latest developments in their field of specialization.

11 Admission Criteria
- Central admission by the Ministry of Higher Education (graduates of preparatory school in both its scientific and literary branches, and graduates of the Commercial Preparatory School (Management specialization)). - Parallel Admission Channel.

12. Main Sources of Information about the Program
-Corresponding departments in local, regional, and international colleges. -The Student Guide for Central Admission prepared by the Ministry of Higher Education and Scientific Research. -The official website of the university, college, and department. -Approved sources available in the free education unit. -Scientific research websites: Google Scholar, ResearchGate, Scopus.- -University of Baghdad Library.

13 Program Development Plan .
Relying on modern sources that reinforce the theoretical aspect of the subject and link it to practical reality, and developing the curriculum annually in a manner consistent with university education.

Program Skills Map

Required Learning Outcomes from the Program

Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Second Year / First Semester	HR211BM118	Human Resource Management (1)	Core	-		-			-			-			-
Second Year / First Semester	MM212BM118	Marketing Management (1)	Core	-				-					-		
Second Year / First Semester	IA213BM118	Intermediate Accounting (1)	Core		-				-				-		-
Second Year / First Semester	LM214BM118	Supply Management	Core	-			-				-				
Second Year / First Semester	CM215BM118	Computer (1)	Core	-						-					
Second Year / First Semester	EL216BM118	English Language	Core					-						-	
Second Year / First Semester	CL217BM118	Commercial Law	Core		-					-				-	
Second Year / First Semester	QM218BM118	Quantitative Methods (1)	Core	-					-						
Second Year / Second Semester	OT221BM118	Organization Theory	Core	-					-		-			-	
Second Year / Second Semester	MM222BM118	Marketing Management (2)	Core	-			-			-					-
Second Year / Second Semester	HR223BM118	Human Resource Management (2)	Core	-			-				-				-
Second Year / Second Semester	IA224BM118	Intermediate Accounting (2)	Core		-							-			
Second Year / Second Semester	CM225BM118	Computer (2)	Core	-					-				-		
Second Year / Second Semester	QM226BM118	Quantitative Methods (2)	Core	-						-		-			-
Second Year / Second Semester	SC227BM118	Supply Chain Management	Core		-					-				-	

Second Year / Second Semester	SC227BM118	Crimes of the Baath Regime	Core							-						
Third Year / First Semester	OB311BM118	Organizational Behavior (1)	Core	-			-				-			-		
Third Year / First Semester	**FM312BM118**	Financial Management (1)	Core	-					-						-	
Third Year / First Semester	SM313BM118	Strategic Management (1)	Core	-			-			-			-			
Third Year / First Semester	BE314BM118	Business Economics (1)	Core		-					-						
Third Year / First Semester	CA315BM118	Cost Accounting (1)	Core		-						-			-		
Third Year / First Semester	AIS316BM118	Management Information Systems	Core													
Third Year / First Semester	BOR317BM118	Operations Research (1)	Core				-				-			-		
Third Year / First Semester	EL318BM118	English Language	Core		-				-							
Third Year / Second Semester	OB321BM118	Organizational Behavior (2)	Core	-		-				-					-	
Third Year / Second Semester	FM322BM118	Financial Management (2)	Core	-					-						-	
Third Year / Second Semester	RMA328BM118	Scientific Research Methods	Core		-					-				-		
Third Year / Second Semester	BE324BM118	Business Economics (2)	Core				-				-				-	
Third Year / Second Semester	CA355BM118	Cost Accounting (2)	Core	-						-			-			
Third Year / Second Semester	SM313BM118	Strategic Management (2)	Core		-				-				-			
Third Year / Second Semester	BOR327BM118	Operations Research (2)	Core	-				-								
Third Year / Second Semester	MIT326BM118	Management Information Technology	Core				-				-				-	

Fourth Year / First Semester	PM411BM118	Production and Operations Management (1)	Core	-		-			-			-			-	
Fourth Year / First Semester	KM412BM118	Knowledge Management (1)	Core	-			-					-		-		
Fourth Year / First Semester	QM413BM118	Quality and Environmental Management (1)	Core	-				-				-				
Fourth Year / First Semester	BM414BM118	Banking Management (1)	Core		-				-				-		-	
Fourth Year / First Semester	IM415BM118	Risk and Insurance Management	Core													
Fourth Year / First Semester	EL416BM118	English Language	Core													
Fourth Year / First Semester	PM417BM118	Project Management	Core													
Fourth Year / Second Semester	PM421BM118	Production and Operations Management (2)	Core													
Fourth Year / Second Semester	KM422BM118	Knowledge Management (2)	Core													
Fourth Year / Second Semester	QM423BM118	Quality and Environmental Management (2)	Core													
Fourth Year / Second Semester	BM424BM118	Banking Management (2)	Core													
Fourth Year / Second Semester	IBM425BM118	International Management	Core				-				-					
Fourth Year / Second Semester	E-B426BM118	Electronic Business	Core	-						-						
Fourth Year / Second Semester	GP427BM118	Graduation Research Project	Core		-			-						-		

Please place a checkmark in the boxes corresponding to the individual program learning outcomes being assessed.